

NCPW 2006

NCPW Sample Press Release

[Cut and paste this press release onto your organization's letterhead. Be sure to double-space. If the press release runs more than two pages, consider using a smaller typeface or line-and-one-half spacing, or edit the text. Send to the media during the week preceding NCPW]

FOR IMMEDIATE RELEASE:

[Insert date]

CONTACT: [Insert name, phone number]

[NAME OF YOUR ORGANIZATION] JOINS NATIONAL ORGANIZATIONS TO SPONSOR EIGHTH ANNUAL NATIONAL CONSUMER PROTECTION WEEK

[NAME OF YOUR ORGANIZATION] has joined a group of federal, state, and local government agencies and national consumer advocacy organizations to launch the eighth annual National Consumer Protection Week (NCPW), February 5-11, 2006. NCPW empowers consumers by highlighting current consumer protection and education efforts in the fight against fraud in communities across the nation.

According to a survey by the Federal Trade Commission, nearly 25 million Americans – 11.2 percent of the adult population – experience consumer fraud each year. NCPW partner organizations will direct consumers to boost their marketplace savvy at www.consumer.gov/ncpw, where they can take the Grand Scam Challenge.

“Consumer protection is the name of the game,” said (YOUR ORGANIZATION’S SPOKESPERSON and TITLE). “When your money’s at stake, you want a grand slam, not a grand scam.”

(NAME) added that whether you’re investing in a business opportunity, buying or selling on an Internet auction, or looking for a scholarship, a home loan, or a great deal on a dream vacation, it pays to know how to spot a scam. Tips on a wide range of consumer protection issues are at www.consumer.gov/ncpw.

National organizers of this year's NCPW are the Federal Trade Commission (FTC), the Federal Citizen's Information Center (FCIC), the U.S. Postal Service (USPS), the U.S. Postal Inspection Service (USPIS), the Federal Communications Commission (FCC), the National Association of Consumer Agency Administrators (NACAA), the National Consumers League (NCL), AARP, the Better Business Bureau (BBB), Call for Action, the Consumer Federation of America (CFA), and the National Association of Attorneys General (NAAG).

"[YOUR ORGANIZATION NAME] is proud to share the messages of this year's National Consumer Protection Week campaign," said [SPOKESPERSON.] "We plan to give local consumers the tools they need to recognize and avoid fraud and deception in the marketplace."

For more information about NCPW, visit www.consumer.gov/ncpw.

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